



Getting online

The Internet is no longer new, and customers expect you to have an online presence. Just as we expect every business to be able to accept EFTPOS and credit cards, customers will be expecting to be able to find you online.

It is not only for convenience – new start up businesses often struggle with credibility, as they don't have any customers or track record. A website allows you to talk about your business from a position of strength, so the better the website, the more credibility you are likely to have.

It does not need to be a fully transactional website. As a minimum, it could be a 'brochure' site explaining what you do.

Being online doesn't just mean having a website. It could cover how you accept payments, order products and services, deliver to clients, access and store information, share business information, and market/communicate with clients.

If you have never been online before, the best place to start is the [E-business guide](#) from NZTE.

[Develop a website for your business](#)

This article outlines the basic steps you'll need to take to get your business online with a visually appealing, functional and cost-effective website.

[Making the most of your website](#)

This article explains ways to promote your site, why updating your site with fresh images and information is important, and what SEO is and why it is important.

[Developing and maintaining a website](#)

Use the New Zealand Trade and Enterprise e-business guide to find out how to set up and maintain a website, the options and methods for producing an e-commerce website, and the rewards of having your business online.

[Tips on designing your website](#)

The first step in designing your website is to decide on the purpose of your site. Below are some handy tips on choosing who will build your site and some useful design do's and don'ts.

[Choosing a domain name for your website](#)

Selecting the right domain name for your website and ensuring its security in New Zealand.